

RHYNO POLYPLAST LIMITED

BUSINESS PLAN

FOR

**MANUFACTURING OF PLASTIC
HOUSE HOLD MATERIALS**

RHYNO POLYPLAST LIMITED START-UP BUSINESS

Plastic Manufacturing Business Plan – Executive Summary

Rhyno Polyplast Limited is a registered plastic manufacturing company that will be located in Kisemvule Area Plot No. 23 Office No. 191644 - Dar es Salaam – Tanzania; in an ideal location, highly suitable for the kind of manufacturing business we want to establish. We have been able to lease a facility that is big enough to fit into the design of the kind of plastic manufacturing company that we intend launching.

Rhyno Polyplast Limited will be involved in manufacturing Household Plastic Materials. We are set to services a wide range of clientele in and around Dar es Salaam and other Regions in Tanzania as well as in neighbouring counties.

We are aware that there are several Plastic manufacturing companies all around the Tanzania, which is why we spent time and resources to conduct a thorough feasibility studies and market survey so as to be well positioned to favourably compete with all our competitors.

Rhyno Polyplast Limited will at all times demonstrate her commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible. We will ensure that we hold ourselves accountable to the highest standards by meeting our customers’ needs precisely and completely whenever they patronize our products.

Rhyno Polyplast Limited will ensure that all our customers are given first class treatment whenever they visit our factory. We will acquire a software that will enable us manage a one on one relationship with our customers no matter how large they are. We will ensure that we get our customers involved when making some business decisions that will directly or indirectly affect them.

Rhyno Polyplast Limited is owned and managed by Kishor Govind Vara having 3500 shares, Jagdish Ravji Chavadiya 14000 shares, Divyesh Madhukar Patel Gujrat having 24500 shares, Rohitkumar Bhupatbhai Mavani Gujrat 17500 shares and Dixit Jagdish Chavadia Gujrat 10500 shares.

Our Product Offering

Rhyno Polyplast Limited. is in the Plastic manufacturing industry to service a wide range of clients and of course to make profits, which is why we will ensure we go all the way to give our clients and potential clients options. We will do all that is permitted by the law of the United Republic of Tanzania to achieve our business goal, aim and ambition of starting the business.

Our Vision Statement

Our vision is to become one of the leading brands in the Plastic manufacturing industry in Tanzania.

- **Our Mission Statement**

Our mission is to establish a world – class Plastic manufacturing business whose products will not only be retailed in the United Republic of Tanzania, but also be exported to other countries of East, southern, Central and Africa at large.

- **Our Business Structure**

Rhyno Polyplast Limited do not intend to start a Plastic manufacturing business like the usual business; our intention of starting a Plastic manufacturing company is to build a standard business whose products will be exported to other neighbouring countries. We will ensure that we put the right structure in place that will support the kind of growth that we have in mind while setting up the business.

We will ensure that we hire people that are qualified, honest, customer centric and are ready to work to help us build a prosperous business that will benefit all our stake holders. As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of ten years or more.

In view of that, we have decided to hire qualified and competent hands to occupy the following positions;

- Managing Director
- Plant Director
- Director of Finance and Admin
- Sales and Marketing Director
- Plastic Machine Operator
- Accountants/Cashiers
- Customer Services Executive/Front Desk Officer

Roles and Responsibilities

Managing Director – MD:

- Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions.
- Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
- Answerable for fixing prices and signing business deals
- Responsible for providing direction for the business
- Accountable for signing checks and documents on behalf of the company
- Evaluates the success of the organization

Director of Finance and Administration

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides managements with financial analyses, development budgets, and accounting reports; analyses financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis.
- Responsible for overseeing the smooth running of HR and administrative tasks for the organization.
- Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products.
- Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
- Defines job positions for recruitment and managing interviewing process
- Carries out induction for new team members.
- Responsible for training, evaluation and assessment of employees.
- Responsible for arranging travel, meetings and appointments.
- Oversees the smooth running of the daily office activities.

Plant Director:

- Responsible for overseeing the smooth running of the plastic manufacturing plant
- Part of the team that determines the quantity of plastics produced
- Maps out strategy that will lead to efficiency amongst workers in the plant
- Responsible for training, evaluation and assessment of plant workers
- Ensures that the steady flow of both raw materials to the plants and easy flow of finished products to wholesale distributors
- Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
- Ensures that the factory meets the expected safety and health standard at all times.
- Interfaces with third – party suppliers of raw materials.
- Supervises the workforce in the factory.

Sales and Marketing Director

- Manages external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones
- Model demographic information and analyze the volumes of transactional data generated by customer purchases

- Identifies, prioritizes, and reaches out to new partners, and business opportunities et al
- Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develops, executes and evaluates new plans for expanding sales
- Documents all customer contact and information
- Helps to increase sales and growth for the company

Machine Operators

- Responsible for operating machines used in the manufacturing and packaging of plastics.
- Handles any other duty as assigned by the plant manager or supervisor.

Accountant/Cashier:

- Performs cash management, general ledger accounting, and financial reporting
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation
- Handles all financial transactions for the organization
- Serves as internal auditor for the organization

Client Service Executive/Front Desk Officer

- Welcomes guests and clients by greeting them in person or on the telephone; answering or directing inquiries.
- Ensures that all contacts with clients (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
- Through interaction with clients on the phone, uses every opportunity to build client's interest in the company's products and services
- Consistently stays abreast of any new information on the company's products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients
- Receives parcels / documents for the company
- Distribute mails in the organization
- Handles any other duties as assigned by the line manager

Plastic Manufacturing Business Plan – SWOT Analysis

Rhyno Polyplast Limited is in business to become one of the leading Plastic manufacturing companies in Tanzania and we are fully aware that it will take the right business concept, management and organization – structure to achieve our goal.

We are quite aware that there are several plastic manufacturing companies in Tanzania and even in the same location where we intend locating ours, which is why we are following the due process of establishing a business.

We know that if a proper SWOT analysis is conducted for our business, we will be able to position our business to maximize our strength, leverage on the opportunities that will be available to us, mitigate our risks and be equipped to confront our threats.

Rhyno Polyplast Limited will employ the services of an expert HR and Business Analyst with bias in manufacturing to help us conduct a thorough SWOT analysis and to help us create a business model that will help us achieve our business goals and objectives.

This is the summary of the SWOT analysis that was conducted for Rhyno Polyplast Limited;

- **Strength:**

Our core strength lies in the high quality of our products, the power of our team and the state of plastic manufacturing plant that we own. We have a team of highly trained and experienced staff members that can go all the way to produce top products. We are well positioned in the heart of Dar es Salaam and we know we will attract loads of clients from the first day we open our plastic manufacturing company for business.

- **Weakness:**

A major weakness that may count against us is the fact that we are a new plastic manufacturing company and we don't have the financial capacity to compete with other plastic manufacturing companies in Tanzania and neighbouring countries most especially from [Kenya](#) when it comes to manufacturing plastic and related products at a rock bottom prices. So also, we may not have enough cash reserve to promote our plastic manufacturing company the way we would want to do.

- **Opportunities:**

The fact that we are going to be operating our plastic manufacturing company in Dar es Salaam provides us with unlimited opportunities to sell our products to a large number of individuals and organizations. We have been able to conduct thorough feasibility studies and market survey and we know what our potential clients will be looking for when they visit our plastic manufacturing plant.

- **Threat:**

Just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn affects purchasing / spending power. Another threat that may likely confront us is the arrival of a new plastic manufacturing company in same location where ours is located. So also, [unfavorable government policies](#) may also pose a threat for businesses such as ours.

Plastic Manufacturing Business Plan – MARKET ANALYSIS

- **Market Trends**

If you are conversant with the trends in the Plastic Manufacturing industry, you will agree that the industry has benefited from improved industrial production and construction activity over the last half a decade. Revenue from generic plastic and related products has been falling due to product standardization, with increasing competition from low-cost, low-priced imports produced in China and elsewhere.

Economic recovery and increasing manufacturing activity have helped boost plastic sales. Operators have altered their current business procedures to correspond with new laws and profit margins are projected to remain tight due to volatile raw material costs.

On the other hand, the plastic and similar products segment has been growing steadily, and its sales are becoming more significant to the overall performance of the industry.

The plastic manufacturing landscape has seen tremendous changes in the last 20 years; it has grown from the smaller enterprise to a more organized manufacturing factory. This trend has benefited them in such a way that they can comfortably sell their plastic and related products nationally and also export them to other countries of the world.

- **Our Target Market**

Perhaps it will be safe to submit that the plastic manufacturing industry has the widest range of customers; plastic and related products are used in every facility and machines.

In view of that, we have positioned our plastic manufacturing company to service construction and other manufacturing companies all around Dar es salaam and every other location where we intend distributing our products.

We have conducted our market research and feasibility studies and we have ideas of what our target market would be expecting from us. We are in business to manufacture a wide range of plastic for the following clients;

- Household use; and
- Industrial use

Our competitive advantage

A close study of the plastic manufacturing industry reveals that the market has become much more intensely competitive over the last decade. As a matter of fact, you have to be highly creative, customer centric and proactive if you must survive in this industry. We are aware of the stiff competition and we are prepared to compete favourably with other leading plastic manufacturing companies.

Rhyno Polyplast Limited is launching a standard plastic manufacturing company that will indeed become the preferred choice of residents of Dar es salaam and other Regions in Tanzania. Our plastic manufacturing company is located in an ideal property highly suitable for the kind of manufacturing company that we want to run.

One thing is certain; we will ensure that we manufacture a wide range of plastics to meet international standards.

One of our business goals is to make Rhyno Polyplast Limited a one stop plastic manufacturing company. Our excellent customer service culture, online store, various payment options and highly secured facility will serve as a competitive advantage for us.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time.

Plastic Manufacturing Business Plan – SALES AND MARKETING STRATEGY

- **Sources of Income**

Rhyno Polyplast Limited is in business to manufacture and retail a wide range of plastic to clients in Tanzania and other countries of the East Africa. We are in the plastics manufacturing industry to maximize profit and we are going to go all the way to ensure that we achieve our business goals and objectives.

Rhyno Polyplast Limited will generate income by selling plastic material

Sales Forecast

One thing is certain when it comes to plastic manufacturing business, if your plant is well located and you have good business network, you will always attract customers cum sales and that will surely translate to increase in revenue generation for the business.

We are well positioned to take on the available market in Dar es Salaam and we are quite optimistic that we will meet our set target of generating enough profits from the first six months of operations and grow the business and our clientele base beyond Dar es Salaam to other regions in the United Republic of Tanzania and Other neighbouring countries.

We have been able to critically examine the plastic manufacturing industry, we have analysed our chances in the industry and we have been able to come up with the following sales forecast. The sales projections are based on information gathered on the field and some assumptions that are peculiar to start-ups in the United Republic of Tanzania

Below is the sales projection for Rhyno Polyplast Limited;

- **First Fiscal Year:** Tshs 288,000,000.00
- **Second Fiscal Year:** Tshs 300,000,000.00
- **Third Fiscal Year:** Tshs 320,000,000.00

N.B: This projection was done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and there won't be any major competitor manufacturing or retailing same products as we do within the same location. Please note that the above projection might be lower and at the same time it might be higher.

- **Marketing Strategy and Sales Strategy**

Before choosing location for Rhyno Polyplast Limited, we conducted a thorough market survey and feasibility studies in order for us to penetrate the available market in Dar es Salaam.

We will hire experts who have good understanding of the plastic manufacturing industry to help us develop marketing strategies that will help us achieve our business goal of winning a larger percentage of the available market in Tanzania.

In summary, Rhyno Polyplast Limited will adopt the following sales and marketing approach to win customers over;

- Open our plastic manufacturing company in a grand style with a party for all.
- Introduce our plastic manufacturing company by sending introductory letters alongside our brochure to home remodelling companies, construction companies and key stake holders in and around Dar es Salaam and other Regions in Tanzania.
- Ensure that we manufacture a wide range of plastics
- Make use of attractive hand bills to create awareness and also to give direction to our plant
- Position our signage / flexi banners at strategic places around Dar es Salaam
- Create a loyalty plan that will enable us reward our regular customers
- List our business and products on yellow pages ads (local directories)
- Leverage on the internet to promote our business
- Engage in direct marketing and sales
- [Encourage the use of Word of mouth marketing](#) (referrals)
- Join local chambers of commerce and industries with the aim of networking and marketing our products.

Plastic Manufacturing Business Plan – Publicity and Advertising Strategy

Despite the fact that our plastic manufacturing company is well located, we will still go ahead to intensify publicity for the business. We are going to explore all available means to promote our plastic manufacturing company.

Rhyno Polyplast Limited. Has a long – term plan of opening our retail outlets in various locations all around Dar es Salaam and key cities in Tanzania which is why we will deliberately build our brand to be well accepted in Dar es Salaam before venturing out.

As a matter of fact, our publicity and advertising strategy is not solely for winning customers over but to effectively communicate our brand. Here are the platforms we intend leveraging on to promote and advertise Rhyno Polyplast Limited;

- Place adverts on community based newspapers, radio and TV stations.
- Encourage the use of word of mouth publicity from our loyal customers.
- Leverage on the internet and social media platforms like YouTube, Instagram, Facebook, Twitter, Google+ and other platforms to promote our business.
- Ensure that our we position our banners and billboards in strategic positions all around Dar es Salaam
- Distribute our fliers and handbills in target areas in and around our neighborhood
- Advertise our plastic manufacturing company in our official website and employ strategies that will help us pull traffic to the site
- Brand all our official cars and trucks and ensure that all our staff members and management staff wears our branded shirt or cap at regular intervals.

Our Pricing Strategy

Aside from quality, pricing is one of the key factors that give leverage to plastic manufacturing companies, it is normal for clients to go to places where they can get plastics at cheaper price which is why big player in the plastic manufacturing industry will always attract loads of clients.

We know we don't have the capacity to compete with leading plastic manufacturing companies in Tanzania, but we will ensure that the prices and quality of all the products that we manufacture are competitive with what is obtainable amongst plastic manufacturers within our level.

- **Payment Options**

The payment policy adopted by Rhyno Polyplast Limited is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the United Republic of Tanzania.

Here are the payment options that Rhyno Polyplast Limited. Will make available to her clients;

- Payment via bank transfer
- Payment with cash

- Payment via credit cards/Point of Sale Machines (POS Machines)
- Payment via online bank transfer
- Payment via check
- Payment via mobile money transfer
- Payment via bank draft

In view of the above, we have chosen banking platforms that will enable our client make payment for the purchase of our products without any stress on their part. Our bank account numbers will be made available on our website and promotional materials.

Startup Expenditure (Budget) - Estimate

Here are the key areas we will spend our startup capital of T.shs 100,000,000.00 from shareholders plus T.shs 50,000,000 we intend to raise from other sources such as short term loan from relatives & friends

- Rent Premises – T.shs 8,400,000.00 p.a
- Business License – T.shs 600,000.00
- Trademark & Patent – Approx T.shs 1,500,000.00
- Purchase of Machinery & Equipment – T.shs 10,672,000.00
- Furniture & Fixtures – T.shs 1,837,000.00
- Motor Vehicle – T.shs 6,000,000.00
- Insurance – T.shs 1,500,000
- Other statutory bodies such as TRA, OSHA, TBS, Fire & Safety etc – T.shs 1,500,000.00
- Legal & consultant fees – T.shs 800,000.00
- Point of sale machine/EFD – T.shs 600,000.00
- Utilities – T.shs 2,000,000
- Stationery/Marketing & Promotional Cost – 1,000,000.00
- Start-up Raw Materials - T.shs 10,000,000.00
- Maintenance and Remodelling Warehouse – T.shs 1,000,000.00
- Operational Cost for 3 months – T.shs 2,000,000.00
- Purchase of Software Accounting/Management – T.shs 1,000,000.00
- Purchase of Computers, Printers, Telephones – T.shs 1,500,000.00
- Miscellaneous: T.shs 500,000.00

We would need an estimate of T.shs 50,000,000.00 to successfully set up our plastic manufacturing company in Dar es Salaam..

Generating Startup Capital for Rhyno Polyplast Limited.

Rhyno Polyplast Limited is a business that is owned and financed by four (6) Shareholders (Kishor Govind Vara, Jagdish Ravji Chavadiya, Divyesh Madhukar Patel Gujrat having, Rohitkumar Bhupatbhai Mavani Gujrat and Dixit Jagdish Chavadia Gujrat).

These are the areas we intend generating our startup capital;

- Generate part of the startup capital from Shareholders as per allocated shares for each.
- Source for soft loans from friends & family Members
- Apply for loan from the Bank

N.B: We have been able to generate T.shs 100,000,000.00 from acquisition of shares and we are at the final stages of obtaining a Soft loan of T.shs 50,000,000 from our friends and family members. After starting operation, we will apply for Loan from Banks to increase Working Capital to expand business opportunities.

Plastic Manufacturing Business Plan – Sustainability and Expansion Strategy

The future of a business lies in the number of loyal customers that they have, the capacity and competence of their employees, their investment strategy and business structure. If all these factors are missing from a business, then it won't be too long before the business close shop.

One of our major goals of starting Rhyno Polyplast Limited is to build a business that will survive off its own cash flow without need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to manufacture and retail plastics et al a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

Rhyno Polyplast Limited will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken off. Our company's corporate culture is designed to drive our business to greater heights and training and re training of our workforce is at the top burner.

We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

Check List/Milestone

- [Business Name](#) Availability Check: Completed
- Business Registration: Completed
- Opening of Corporate Bank Accounts: Not Completed
- Securing Point of Sales (POS) Machines: Not Completed
- Opening Mobile Money Accounts: Not Completed
- Opening Online Payment Platforms: Not Completed
- Application and Obtaining Tax Payer's ID: Completed
- Application for business license and permit: in Process
- Insurance for the Business: Not Yet
- Leasing: completed
- remodeling the facility (warehouse and factory): In Progress

- Conducting Feasibility Studies: Completed
- Generating capital: Partially Completed
- Applications for Loan from the bank: Not Yet
- Drafting of Employee's Handbook: Not Completed
- Drafting of Contract Documents and other relevant Legal Documents: In Progress
- Design of The Company's Logo: Completed
- Printing Promotional Materials: Not Yet
- Recruitment of employees: In Progress
- Purchase of the needed plastic making machines, furniture, computers, electronic appliances, office appliances: In progress
- Creating Official Website for the Company: Not Yet
- Creating Awareness for the business both online and around the community: Not Yet
- Health and Safety and Fire Safety Arrangement (License): Not Yet
- Establishing business relationship with vendors – suppliers and wholesale distributors of plastic and related products: Not Yet